

Threatened Milk Famine!

How Sheffield Farms Plans to Serve Its Customers

New York City is now in the midst of a milk famine. Carload after carload of milk has failed to arrive. Frankly the situation is most serious.

Every ounce of energy in our entire organization and every dollar at our command has been spent to the end that so far as possible we may serve the needs of EACH ONE of our hundreds of thousands of customers. But the famine makes this impossible.

BABIES AND INVALIDS must be taken care of FIRST! A census of the families supplied with Sheffield Farms Milk shows that over two hundred and ten thousand (210,000) children under the age of FIVE YEARS are daily depending on our milk.

We earnestly urge our customers who are not ABSOLUTELY in need of the quantity of milk they are now using, to make their demands as light as possible. Every quart thus saved will help greatly in supplying food and nourishment to persons whose health and very life absolutely depend upon receiving a regular supply of pure, safe milk.

Buy your milk sparingly---that we may first take care of infants and invalids.

Our Super-Standards of Inspection and Quality Will Never Be Lowered

Since the date of our founding, this great business has been built upon one foundation stone---ABSOLUTE RESPONSIBILITY to the CONSUMER OF MILK. Sheffield Farms Milk has always excelled the standards required by law. For fifteen years we have maintained Sheffield SUPER-STANDARDS on butter fat, clean dairies and bacteria count. We have PERSONALLY guaranteed the quality of our milk. Our customers have been satisfied. The farmers who sold us milk have been satisfied.

Now up springs a price-raising middleman who says in effect---"You cannot buy milk unless you buy it through me; you must pay me an increased price"---and for a grade of milk that is below the minimum demands of the Board of Health.

We do not propose to violate our TRUST TO THE PUBLIC.

We will not lower by one thousandth part of one per cent the Sheffield Farms SUPER-STANDARD of milk which materially aided in reducing the mortality of children under two years of age, reducing it from 14 1-2 per cent to nearly 2 1-2 per cent.

We are willing to pay the farmer liberally---we always have. We have just offered the farmer a still higher price, which for the next six months will make an increased cost of \$396,000. That's how we get the extra good milk for our customers, and why we have to charge more for it. But since we alone are RESPONSIBLE to the public for the super-quality of Sheffield Farms Milk, we must continue to buy milk under our own super-standards of inspection and make individual arrangements with each farmer so that we can immediately discontinue taking his milk the minute it fails to satisfy Sheffield Super-Standards of Inspection and Quality. In no other way can the public be protected. In no other way will we do business.

SHEFFIELD FARMS-SLAWSON-DECKER COMPANY

Loton Horton President.

Sheffield Farms Milk

Silk Ribbons—Specially Priced

Watch Taffeta Ribbons with fancy jacquard edges. All desirable shades. Makes pretty hair bows. 18c yd. 7-inch All Silk Satin Ribbons. All desirable shades for sashes and hat trimmings. Exceptional value at 30c yd. — Main Floor, 34th St. Centre

H. Macy & Co.'s Attractions Are Their Low Prices.

Macy's

Herald Square, 34th St. at 6th Ave.

Mail and Telephone Orders

If in a hurry, shop by Telephone. Give us \$1000. If you live at a distance, ship by mail. Experienced shoppers will supply your needs in a very satisfactory manner.

Hammered Sterling Silverware

The simple elegance and the gracefulness of the pattern make this tableware especially desirable. Although stamped out, it very closely resembles the hand-hammered pieces, at a cost of about one-third.

One Script Initial Engraved Without Extra Charge.

A special purchase, made last Spring before the rapid advance of silver bullion, enables us to offer this fine tableware at such low prices. Every piece in this sale is guaranteed Sterling Silver, .925 fine.

The following pieces are priced at 94c each:

Sardine Forks	Cheese Servers	Sauce Ladles
Butter Forks	Sugar Spoons	Sugar Servers
Olive Forks	Bon Bon Spoons	Cheese Knives
Sugar Tongs	Cream Ladles	Olive Spoons

Pieces at other prices:—

Individual Salt Spoon	8.15	Jam Jar Spoons	8.74
Butter Knives	1.69	Pie Servers	7.24
Gravy Ladles	2.24	Tomato Servers	1.95
Preserve Spoons	2.24	Cold Meat Forks	7.00
Salad Forks and Spoons	5.94	Large Cold Meat Forks	7.00
Lettuce Forks and Spoons	2.96	Small Cold Meat Forks	1.49
Toast or Sandwich Tongs	7.24	Asparagus Servers	7.97
		Grape Fruit Spoons	7.94

— Main Floor, Broadway.

Fancy Curtain Nets just received from abroad

Because these fine, decorative Nets were selected almost a year ago at prices 20 to 25% less than to-day's market prices---our selling prices are based on the original cost. Therefore they will cost you considerably less than if they had been just ordered from the manufacturers. The variety and the qualities are unusually good.

Fine Soft Sheer Nets. Lace Trimmed, may be had in stripes of various widths. 59c and 89c yard.

Fine Square Filet Nets. in 3, 6 or 8 inch squares, copies of real filet patterns. 48 in. wide. 44c to \$1.98 yd.

Irish Point Panel Curtaining. 2 1/2 yards long. may be cut in 9 inch sections for finishing to any length. \$3.24, \$3.96, \$4.49 to \$8.89 per yard.

Filet Curtain Nets. American made, in a good assortment of small, detached figures. 36 in. wide, 18c yd. 40 in. wide, 23c yd.

Lace Window Panels at Special Prices Made of Imported hand-made Filet and Cluny Lace Motifs and Embroidery, mounted in this country on good quality scrim. If purchased regularly Macy's prices would be \$12.49, \$16.49 and \$20.49 each.

\$6.74, \$8.74 and \$10.74 Each

— Fourth Floor, Rear.

New Persian Rugs in designs of long ago

The designs in modern Persian Rugs are identical with the designs of hundreds of years ago and the methods of making are the same. Probably the fertility of painting the lily so impressed itself upon the old Persian rug weavers that they gave up all effort to change or improve.

We have just received a shipment of hundreds of Persian Rugs in all sizes, and their beauty is most impressive. The color effects make a special appeal to people of taste and refinement. Whether you wish a small rug at \$24.48 or a large room size rug running into thousands of dollars, you will find what you require at

Fine Iran Dozar Rugs Average size 5 x 6 ft. \$74.50 to \$94.50 each

Mossoul Rugs Hundreds in scatter sizes. \$27.50, \$32.50 and \$34.50

Fine Persian Sarouk Rugs Beautiful designs and colorings make up this collection. Average size about 6 x 6 ft. From \$74.50 to \$164.00 each.

— Fourth Floor, Centre.

Dining Room FURNITURE

For the Dining Room one thinks of strong, heavy, solidly built furniture in dark, subdued finishes. The suites described meet these requirements in every particular, though the designs themselves cover a variety of period styles.



Four Piece Dining Room Suite, as illustrated, in a beautiful William and Mary design. Mahogany, partly veneered and solid. China Closet, 46 inches wide, trimmed with lattice doors. Buffet, 60 inches long, has one large linen drawer at the top, small silver drawer divided. Extension Table, 48 inches in diameter, 6 ft. extension. Serving Table, 42 inches wide. Price for the four pieces, \$256.50. Dining Room Chairs to match at Various Prices.

Dining Room Suite, four pieces, mahogany, solid and veneered. Chinese Chippendale design. Buffet, 60 in. long; China Closet, 45 1/2 in. long; Extension Table, 54 in. in diameter, 6 ft. extension. Serving Table, 36 in. long. Four pieces. \$178.99

Dining Room Suite, 10 pieces, in genuine solid mahogany. Real Chippendale design with ball and claw feet. Buffet, 66 in. long; Dining Table, 54 in. in diameter, 8 ft. extension; Serving Table 42 in. long; China Closet 44 in. w. e. Five Dining Chairs and one Arm Chair, seats covered in figured tapestry to match the suite. Price complete for the ten pieces, \$528.69

Dining Room Suite, 10 pieces, Sheraton mahogany, inlaid with Beryo walnut, in a rich dark brown finish. Buffet, 72 in. long; China Closet, 45 in. wide; Extension Table, 54 in. in diameter, 8 ft. extension. Serving Table, 42 in. wide. Five side chairs and one arm chair, seats covered in figured tapestry. Price, complete \$398.34

Dining Room Suite, 10 pieces of genuine American Walnut, Queen Anne Design. Buffet, 62 inches long; China Closet, 39 inches wide; Dining Table, 48 inches in diameter. Serving Table, 40 inches wide. Five side chairs and one arm chair. Seats covered in figured tapestry. Price for 10 pieces, complete, \$242.94

Dining Room Suite, four pieces, Adam design, mahogany, veneered and solid. Buffet, 60 in. long; China Closet, 42 in. wide; Dining Table, 48 in. in diameter, 6 ft. extension. Serving Table, 36 in. long. \$172.24. Dining Chairs to match at various prices.

Dining Room Suite, 10 pieces. Solid quartered oak, golden color, satin finish. Chippendale design. Buffet 62 in. long; Oval shaped Dining Table 61x44 1/2 in. China Closet, 45 1/2 in. wide. Serving Table 40 in. long. Five side chairs, one arm chair, covered with figured tapestry. Price, complete, for 10 pieces, \$267.19

— Fifth Floor, Rear.

Seasonable Dress Goods at Special Prices

The factor of warmth will enter into the desirability of materials bought now, and the fabrics must be a product of warmth, style, appropriateness and value. The following items will stand the test of all these:—

Imported Tweed Coatings in the season's newest color effects. Especially desirable for motor coats. \$3.96 and \$5.49 yd.

Imported Seal Plush, 50 in. wide, \$12.89 to \$22.89 yd.

Trimming Velvetene, black and colors. 21 in. wide, 69c and 89c yd.

24-in. Velvetene, our own importation. A beautiful black fast pile. \$1.49 yd.

Velvetene, extra fine quality. May be had in fast colors and black. 27 inches wide. \$1.89 yd.

Broadcloth in black and correct street shades. Verified "Lowest-in-the-City" prices. 54 inches wide. \$1.79 to \$2.49 yd.

Dress Velvetene, black and street shades. 23 in. wide. \$1.29 yd.

A beautiful black fast pile. \$1.49 yd.

Corduroy, right and dark shades, also ivory. 32 inches wide. Special 84c yd.

Specials for Tomorrow

2,500 yards of Imported Corduroy. Today's landed cost is higher than the price quoted. Navy, gray or brown. 21 to 22 inches wide. Special 98c yd.

All wool French Twill Serge in colors of navy and in black. Exceptional quality. Verified price elsewhere \$2.50. 49 inches wide. \$1.86 yd.

— Second Floor, 34th St., Broadway.

Saving money on your purchase of Table Linen and Towels

is always possible here. No matter whether it is a few yards of table damask or a seven piece bath set that you desire, our "Lowest-in-the-City" prices work to your advantage.

Table Damask, \$1.69 Yd. Exceptionally fine, all pure linen, cream bleached, table damask, in several handsome patterns. Will bleach snow white after a few washings. 70 inches wide.

Hand Embroidered Tea Napkins, \$3.96 doz. Hemstitched Tea Napkins of pure round thread linen, with neat, hand embroidered corners, in five attractive blind or eyelet designs. 13x13 inches.

Odd Table Napkins A large assortment of odd half-dozen of Napkins, all pure linen, at about 1-3 less than the market price to-day, because of slight imperfections, hardly noticeable in the weave. Very pretty designs.

Hemstitched Huck Towels, 34c Union linen huck Towels, of good absorbent quality, with neat, damask figured borders. Some with space for monograms. 17x35 in.

Bath Sets, \$2.69 Seven piece Turkish Bath sets, consisting of one bath mat, two large bath towels, two guest towels and two face cloths in two pretty designs, obtainable only at Macy's. Pink, blue, gold or lavender. Boxed and ribboned.

Embroidered Table Covers, \$1.59 Square hemstitched Table Covers with hand embroidered centres in several floral and other designs. 44x44 in. Also 50x50 in., \$1.95 ea. Embroidered Napkins to match, 12x12 in., \$1.95 doz.

Guest Towels, 74c. Doz. Bleached huck towels, firmly and evenly woven, suitable for doctor's, dentist's or office use. White, hemmed ends.

Turkish Towel Sets, \$1.49 Five piece towel sets of fine, absorbent terry with neat pink, blue or gold striped borders. Set consists of one large bath towel, two guest towels and two face cloths. Ribboned and boxed.

— Second Floor, 34th St.

New Floor Coverings in colorings that are most desired

From foreign and domestic mills comes this unusual assortment of Rugs and Carpets. The very newest ideas in design and coloring are represented, even those shades which seem the most difficult to secure---light and dark blue, light pink and rose. Wonderful designs have been woven on grounds of gray, mauve, rose, pink, tan, green, lavender, gold, mulberry and black. There are carpets 9, 12 and 18 ft. wide in five different colors for the large room or reception hall.

Highest Grade of Imported Wilton Rugs Novel designs and exceptional colorings in the highest grade of Wilton weaves. Many of the patterns are exclusive with Macy's, in this city.

27 in. x 54 in.	\$7.74
4 ft. 6 in. x 7 ft. 6 in.	21.14
6 ft. 6 in. x 9 ft. 6 in.	38.12
9 ft. x 10 ft. 6 in.	58.15
9 ft. x 12 ft.	68.15
9 ft. x 13 ft. 6 in.	78.15
11 ft. 6 in. x 15 ft.	96.15

Imported Axminster Carpets for Rooms and Stairs

3-4 Beds	\$2.50 per yd.
3-4 Stairs	2.00 per yd.
2-4 Hurdle	2.43 per yd.

— Fourth Floor, Broadway.

Modish Frocks Of Serge

For street wear this one dress, in semi-Norfolk style, is a real favorite. Serge, knee and waist, collar of busy, softening, overcollared geometry. One lined, full bodied, shirred, draped skirt on yoke. \$27.75

Serge Dresses in black, in green, in brown, with white ball buttons and large shirred front. 34 sales and in white, with verticle collar, with overcollared skirt, full bodied, shirred, with simulated belt. \$16.74

Russian Blouse Dress of white serge, with collar and cuffs, shirred in black, draped skirt, shirred, full bodied. \$24.74

— Third Floor, Front.

A BOOT of Russia Call

Smart in every detail is this walki g boot of selected tan Russia call. From its dainty wing tip to its Cuban heel of medium height, it is fashionably correct in color, line and contour. \$7.89

— 4th Floor, Rear.